



PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of

Applicant : Walker et al.
Serial No. : 10/803,729
Filed : March 18, 2004
Title : NOTEBOOK WITH WIRE GUARD
Docket : 100041-41193
Examiner : Monica S. Carter
Art Unit : 3722

Commissioner for Patents
Post Office Box 1450
Alexandria, VA 22313-1450

DECLARATION OF LORI L. CONLEY PURSUANT TO 37 C.F.R. § 1.132

I, Lori L. Conley, do declare and state:

1. I am the Marketing Director, School Products, at MeadWestvaco Corporation ("MeadWestvaco").
2. To the best of my knowledge and belief MeadWestvaco is the owner of the above-referenced patent application (the "Application").
3. I have read and understand the contents of the Application.
4. A commercial embodiment of the coil bound notebook claimed in the Application is the FIVE STAR ADVANCE notebook available from MeadWestvaco.
5. The FIVE STAR ADVANCE notebook has been manufactured by, or on behalf of, MeadWestvaco and sold in the marketplace since September of 2003.
6. I oversee the marketing and sale of the FIVE STAR ADVANCE notebook as part of my ordinary and regular job responsibilities at MeadWestvaco.
7. MeadWestvaco has sold the following number of FIVE STAR ADVANCE notebooks on a yearly basis:

2004 (Jan. through Dec.): 2,503,556
2005 (Jan. through Oct.): 3,334,516
8. The sale of the FIVE STAR ADVANCE notebook has generated the following gross

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revenues on a yearly basis:

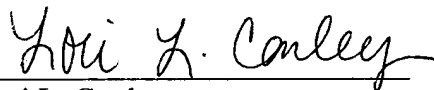
2004 (Jan. through Dec.): \$6,493,702

2005 (Jan. through Oct.): \$11,472,429

9. MeadWestvaco generally does not sell the FIVE STAR ADVANCE notebook to the general public, but instead makes the great majority of its sales to retailers, which include Wal-Mart, Office Max, Office Depot and CVS Pharmacies.

10. In my opinion, the commercial success of the FIVE STAR ADVANCE notebook is primarily due to the improved functionality associated with the helical binding coil and the coil guard and is not primarily due to any other factors, such as advertising.

11. I hereby declare that all statements herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.


Lori L. Conley

Date: December 2, 2005